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SECRETARY ANDERSON ON FOOD SHORTAGES

In an appearance before the Advertising Federation of America at New York City on July 11, the new Secretary of Agriculture Clinton P. Anderson had some pertinent remarks to make about the food situation. Space limits prevent reproduction of all of them, but here are a few of special interest:

"There are plenty of problems (in food production, preservation and distribution) that are tough. Right now, the demand for food exceeds the supply. We are facing the fact that many items of what America loves as its daily diet are in short supply. We are eating into our reserve stocks of meat, poultry, eggs, sugar, lard and canned goods. The public can be told that because, at the same time, we know our people will not starve. There is enough nutritious food for an ample though different diet, even if it doesn't include the things that you and I have been taught to like.

"But the strange thing is that we run from rags to riches, from riches to rags so quickly. Only a few months ago, we had more lard than we could store, and some of it went to waste....Only a few years ago we were paying people not to produce sugar. Now we are so desperately short of it that only a few thousand tons in the national calculations may spell life or death for a small bottler, or baker, or candy stick maker who is already weary from the burdens of war.

"For eight years in a row (our farmers) have been setting new all-time food production records. That's a long time for men to work and providence to smile on their endeavors, but even that hasn't been enough to meet our unprecedented demands,

"Actually our people ate so well last year, ate so far into our stockpiles, that we don't have much reserve now. Take sugar for example. Our only hope right now is in increased production on continental United States. Cuba gave us her greatest sugar crop in 1944---more than five and a half million tons. Some of that was due to carryover cane which she could not harvest in 1943.

Her 1945 crop was estimated at 4,600,000 tons, but when the grind began, we revised our figures steadily downward to 4,300,000, to 4,100,000 and the final result was under 4,000,000 tons. That threw off all our calculations. But we underestimated our industrial use by 480,000 tons and were more than 300,000 tons off in calculating the home canning issuance by local rationing boards. That's why we must be realistic about sugar. The man who wastes sugar today is the enemy of the American people, and you and I must check him if we can."

GOOD FEEDING HELPS FACTORY PRODUCTION



The "Industrial Hygiene Digest" recently published a quotation from a letter written by Eric Johnston, famed president of the U. S. Chamber of Commerce, to Dr. Harry S. Rogers, president of the Brooklyn Chamber of Commerce, in connection with a meeting of the Fort Greene Area Industrial Health Committee. The quote:

"Perhaps a little incident from my own experience will be encouraging to you. Last September the manager of one of my plants in Spokane, decided that our employees were working at a pretty rapid tempo. We inaugurated a 10-minute rest period about the middle of the morning and again in the middle of the afternoon and a little coffee and doughnuts were served during both periods.

"Almost immediately our production jumped about 10%, which we attributed to this new and simple policy. Certainly if it is good business to care for the steel machines on which production depends--to lubricate and adjust and repair them so that they are at their peak of efficiency--it is equally good business to care for the 'mechanical condition' of the men and women upon whom the operation of the machine depends."

CADILLAC INCLUDES CAFETERIA IN REDONVERSION PROGRAM

Conscious of the industrial production advantages resulting from good feeding facilities for workers, the Cadillac Motor Car Division of the General Motors Corp., at Detroit, Michigan., included relocation of in-plant feeding facilities in its application for plant changes to accommodate reconversion.

Reconversion changes which shifted the majority of workers to other parts of the huge factory, made necessary relocation of a complete feeding facility to accommodate 2,000 workers. Installation of equipment for the new cafeteria was rushed at top speed to keep pace with relocation of new production work, and consequent plant population shifts. To get the job done quickly, Cadillac completely dismantled a cafeteria in a less needed location, and re-erected it handy to the working areas involved in the new production schedules. Few workers suffered any major inconvenience in their mid-shift eating habits.



Where reconversion involves quick changes in the location of a majority of the workers within a plant, the feeding facilities should follow them, according to the Cadillac action. Including the cafeteria in plans for such shifts will help to keep workers satisfied.



The House Organ Editor's Corner

(It is hoped that the industrial house organ editor will find this material, in whole or in part, of interest to his readers. Please feel free to copy or adapt.)

TAKE-HOME IDEAS

Harvest time is canning time. Workers who have victory gardens will be wise to can all fruits and vegetables which the family cannot eat. Can them while they are young, and immediately after they are packed to get full flavor and food value.

Conserving and preserving food this season are more important than ever. Now garden vegetables and fruits are plentiful, but stocks of commercially canned foods will be smaller this year than last. Increased military needs and shipments for the liberated countries will cut the civilian supply. Can all you can now of your garden-fresh foods.

Use the Community Canning Centers

Many communities have canning centers completely equipped for family canning. Take your fruits and vegetables to a canning center and can them right there. For those who have never canned before, experienced instructors are on hand to supervise the canning and help with the processing. All that the service costs is the price of the can, plus a small fee.

Call your local board of education or the extension service or the Office of Supply of the U. S. Department of Agriculture to learn the location of the nearest community canning center.

If you have not already applied for your canning sugar, do so at once. Applications may be obtained from your local ration board.

SAVE USED FATS AT HOME

Your butcher will give you 2 red points and up to 4 cents per pound for fats which are no longer useful to you but precious for Uncle Sam's firing line. Fats that go down the drain or into the garbage pail don't help to shorten this war. Keep the used fat container in a convenient place and see how quickly you can fill it up.

FOOD-ON-THE-JOB HERE AND THERE

In a west coast plant, only pint-sized milk containers were served until recently, when half-pints were made available. Milk sales promptly increased 25 percent. If you are a one-glass-of-milk-at-a-meal drinker and your cafeteria serves only pints, suggest that half-pints also be served.

August, 1945

August is harvest month. Truckloads of fruits and green vegetables are coming into the cities. Victory gardens all over the Nation are helping to increase this year's crop.

Eat them while they're fresh:

Garden-fresh vegetables and tree-ripened fruits are delicious and rich in food value. Eat plenty in August, while they're garden-fresh. Snap beans, beets, cauliflower, sweet corn, and many other vegetables fresh from the garden will be found at your plant cafeteria. Delicious sun-ripened peaches, and cantaloup and other melons will come from orchards and gardens to the cafeteria to add flavor and vitamins galore to your mid-shift meals.



WAYS TO COOPERATE WITH YOUR CAFETERIA MANAGER

Don't ask for more sugar: Your plant cafeteria has had a drastic cut in its sugar ration because sugar supplies are lower than at any time since the beginning of the war. In fact, your cafeteria's sugar ration amounts to approximately 1 tablespoon per meal for each worker. That must be stretched for baking and beverages.

When you use a heaping teaspoonful or two in your coffee, the pastry cook has less for the favorite chocolate cake or apple pie. Cooperate with your cafeteria manager by taking only a level teaspoonful for your beverage. Stir the sugar well so it dissolves completely, and don't grumble about the management or the OPA.

Help make the cafeteria service faster:

- 1) Read the menu before you reach the serving counter so you can give your order promptly.
- 2) Speak distinctly when giving your order to the counter salesgirl.
- 3) Have your money ready when you reach the cashier.

Help to keep the dining room orderly:

- 1) Return your tray of empty dishes when this is the custom.
- 2) Place waste paper in the proper containers.

HEALTH HINTS

Green and yellow vegetables and tomatoes, fresh from the garden provide precious health protective vitamins A and C.

Follow these simple rules in hot weather if you want to keep fit:

- 1) Drink plenty of water
- 2) Use salt liberally with your meals.
- 3) Do not over-eat at any one meal, but eat more often, if necessary.

Be sure to include foods from the Basis 7 food groups in your meals every day.

RUBBER PLANT FOLLOWS "GOOD NEIGHBOR" POLICY

The Good Year Synthetic Rubber Co. at Torrance, Cal., soundly practices a "good neighbor" policy in operating its cafeteria, to the nutritional benefit of both its own and it's neighbor's workers.

The neighbor is the U. S. Rubber Co. The two plants are in close proximity. This makes it possible for 100 of the U. S. Rubber employees to join Good Year employees for their on-the-job meals. The increased volume thus obtained helps the cafeteria dietitian-manager feed workers from both plants nutritiously at low prices. The dietitian-manager follows USDA's "Basic 7" chart in planning food selections to provide workers of both plants with a well-balanced lunch each day.



Workers from both plants have representation on the cafeteria advisory committee, which screens complaints about food services, and aids the food service manager in solving cafeteria problems. This practice has prevented little complaints from becoming big ones, has improved worker understanding of food service problems in war, and has consistently helped improve the cafeteria operations.

Evidence of the appreciation of the workers from both plants lies in the fact that 90% of the Good Year employees, as well as the 100 U. S. Rubber workers, use the cafeteria daily, and a majority of both order the complete lunch.

POST-WAR INDUSTRIAL NUTRITION PROGRAM RECOMMENDED

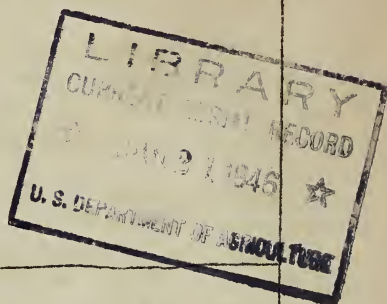
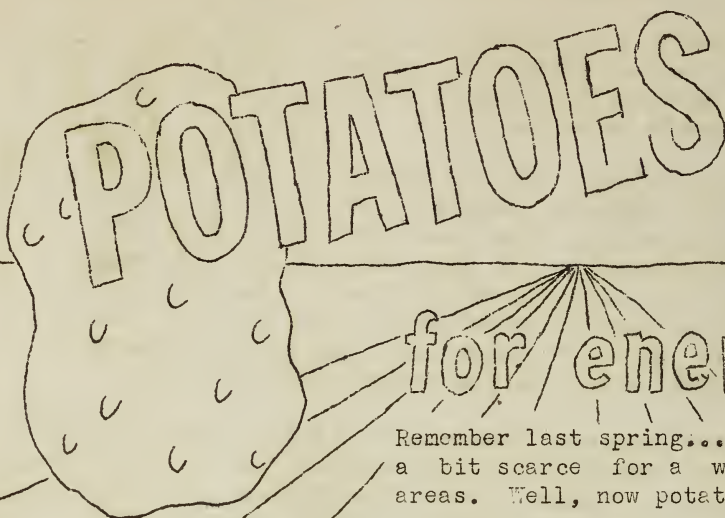
The Food and Nutrition Board of the National Research Council, in a resolution adopted late in April, recommended post-war continuation of the government's nutrition program for industrial workers. The recommendation points out:

"Considerable progress has been made in protecting and improving the dietary and nutritional status of industrial workers during the war period. This has paid dividends to the country in terms of health, morale, stability, economy, and production.

"Many fundamental problems are awaiting solution. The objective of the peacetime program must be the protection of the health of the worker and his family. A further important gain would be increased and steadier consumption of agricultural products, particularly those of high nutritive value and greater returns to the producer.

"The nutrition program should be integrated with other industrial hygiene and medical programs, and should be correlated with similar nutrition programs for other groups in the community.

"The development of effective educational techniques and the stimulating and sponsoring of research on food needs, food habits and nutritional status of workers, comprise two of the major components of the peacetime program. There is especially pressing need for reliable information on the contribution improved nutrition may make toward protection of workers exposed to industrial hazards,..and adverse environmental conditions."



for energy

Remember last spring...potatoes were a bit scarce for a while in some areas. Well, now potatoes

are abundant

And how! Farmers are coming through with another near record crop. USDA estimates (July 1) the total 1945 crop at 408,034,000 bushels, compared with 379,436,000 bushels last year, and 375,091,000 bushels for the 10-year average.

Of immediate concern is the current new crop from the intermediate producing states, accounting for 30,483,000 bushels of the total. This must be consumed to prevent waste of a valuable energy food because intermediate crop potatoes do not store well.

Potatoes...in Group 3 of the Basic Seven foods...are a good source of certain vitamins and minerals. New potatoes are richer in vitamin C than those that have been stored for a few months. They are an important energy food and should be served often.

With more than 200 ways in which to prepare potatoes...eater-outers...and patrons of industrial cafeterias...need never tire, and will derive great nutritional benefit...from their continuous use.

SPEED UP WITH SPUDS!